



**IN THE UNITED STATES PATENT AND TRADEMARK  
OFFICE**

**Application of:** Baron et al

**Art Unit:** 3629

**Serial No.:** 09/665,790

**Atty. Docket No.:** 42246/25768

**Filed:** 9/20/2000

**For:** Electronic Offer Management  
System and Method Therefor

**Examiner:** Dixon

Mail Stop RESPONSES

Commissioner of Patents and Trademarks

P.O. Box 1450

Alexandria, VA 22313-1450

**SUMMARY OF RECORD OF INTERVIEW**

**Date of Interview:** February 24, 2005

**Type of Interview:** telephone

**Name of participants:** Timothy Halfman (inventor), Brian Rock (inventor),  
Caroline Chicoine (attorney for Applicant)

**Exhibit shown or demonstration conducted:** None

**Prior art discussed:** Engel, Kepecs, Scroggie

**Agreement with respect to the claims:** None, although Examiner and Applicant  
identified some potential differences between cited prior art and the present invention.

**Claims discussed:** Independent claims 1, 12, 21, and 53

**Principal proposed amendments:** positively reciting electronic nature of offers,  
positively reciting competitive nature of offer distributors

**Brief identification of general thrust of principal arguments presented to the**

**Examiner:** invention covers electronic offers not printed coupons; invention allows the

management of electronic offers from a plurality of disparate and competitive offer distributors; the invention provides an interface between offer distributors and retail POS systems.

Respectfully submitted,

~~THOMPSON COBURN LLP~~

Date: March 31, 2005

By 

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